Division I Athletic Department Finances and Policy Impacts

KNIGHT-NEWHOUSE

College Athletics Database

Explore D-1 Sports and Academic Finances

knightnewhousedata.org

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Q&A Instructions

Please click on the Q&A icon to enter your question at any time during the presentation.

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Webinar Overview

01

Introduction

Discuss the database, its history, updates, and tools

02

Database Demonstration

Guide users through the database, explaining the data, and the custom reporting tool

03

Financial Trends in College Sports

Explore two financial trends in college athletics

04

Q&A

Answer your questions about policy issues or the database

Introduction

- The Knight Commission created the database in 2013 to foster greater financial transparency in college sports.
- In 2022, partnership created with Syracuse University’s S.I. Newhouse School of Public Communications to manage the database.
- This year, new categories were added, and FBS institutions’ conference affiliations were updated following conference realignment.
- Database contains financial information for more than 230 public Division I institutions.

Where Does the Data Come From?

- The data comes from the same financial reports that the schools send to the NCAA (MFRS).
- The data is standardized and audited, ensuring its accuracy.
- Comparison of broad revenue and expense categories.
- The database financial categories are fairly comparable across time and conferences.

02

Database Demonstration

03

Trends

Highlighting financial trends in college athletics

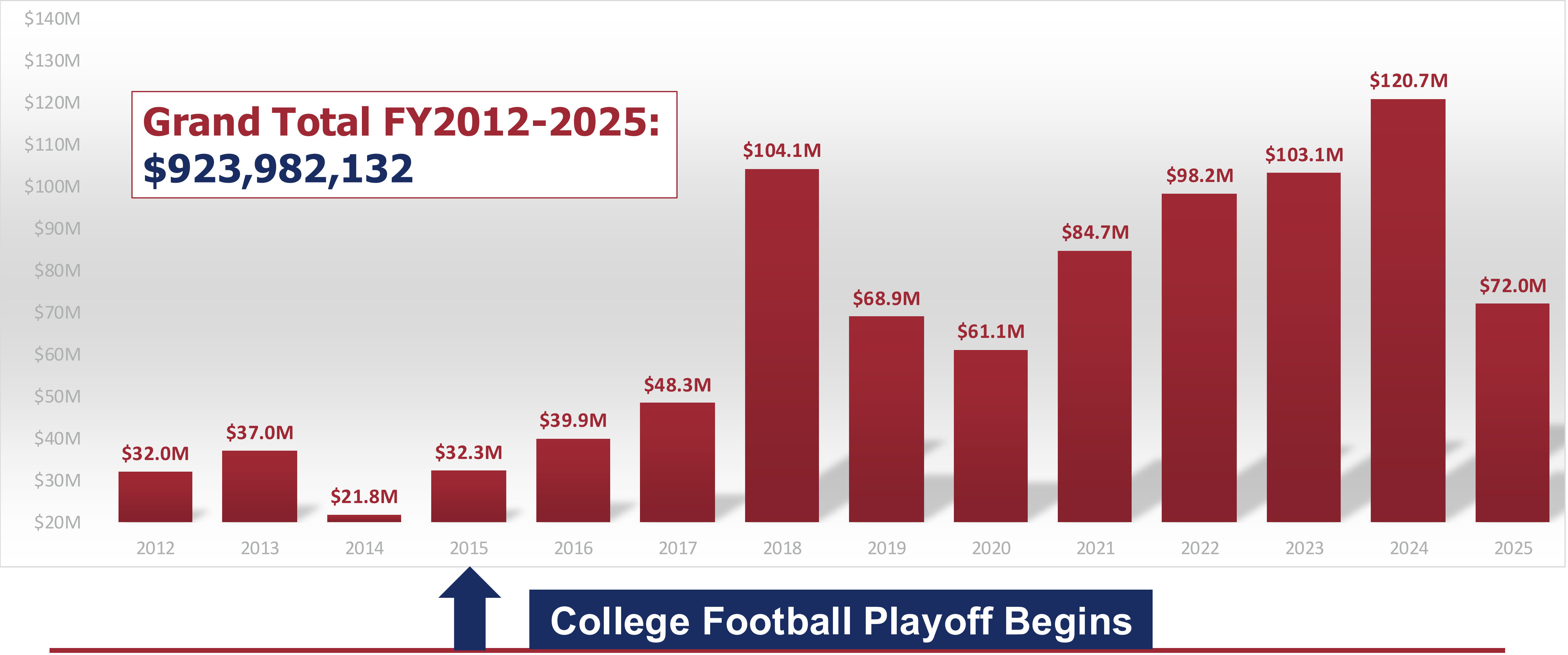
Soaring Severance Across FBS Football

FBS Football Coaching Severance

Surpasses $1 Billion

Soaring Severance: Head and Assistant Football Coaches

Public FBS Institutions – FY2012-2025 ACTUAL



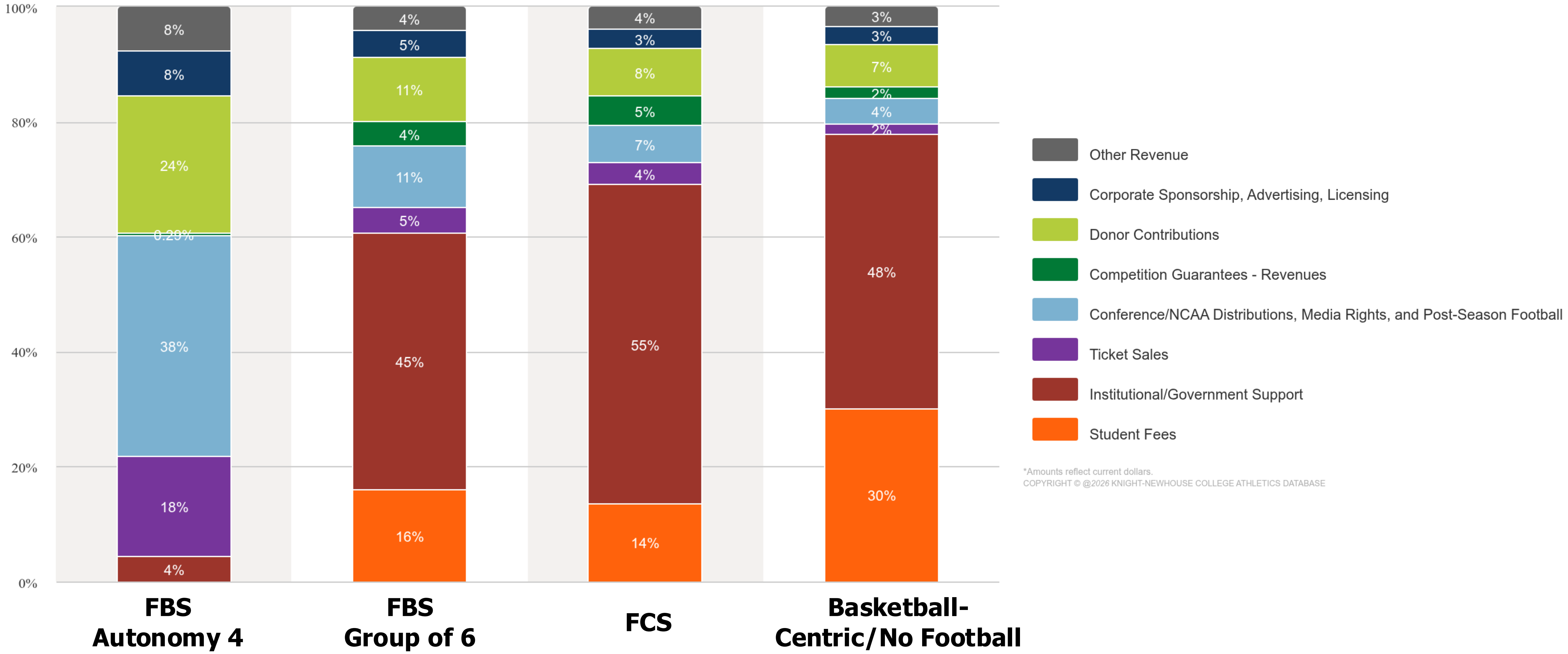
Source: Knight-Newhouse College Athletics Data. Data reported by public institutions on NCAA Financial Report forms.
Note: Total Severance includes only football head and assistant coaches, and numbers on individual bars are rounded to the nearest hundred thousand dollars

Football Coaching Severance Payments

- The 2025 football season’s firings (FY 2026) will likely be the most expensive to date, with public institutions obligated to pay **$228M** in severance to **15** head football coaches.

- Since the CFP began in FY 2015, public institutions have spent or are obligated to spend **$1.02 billion** on FBS football coaching severance payments.

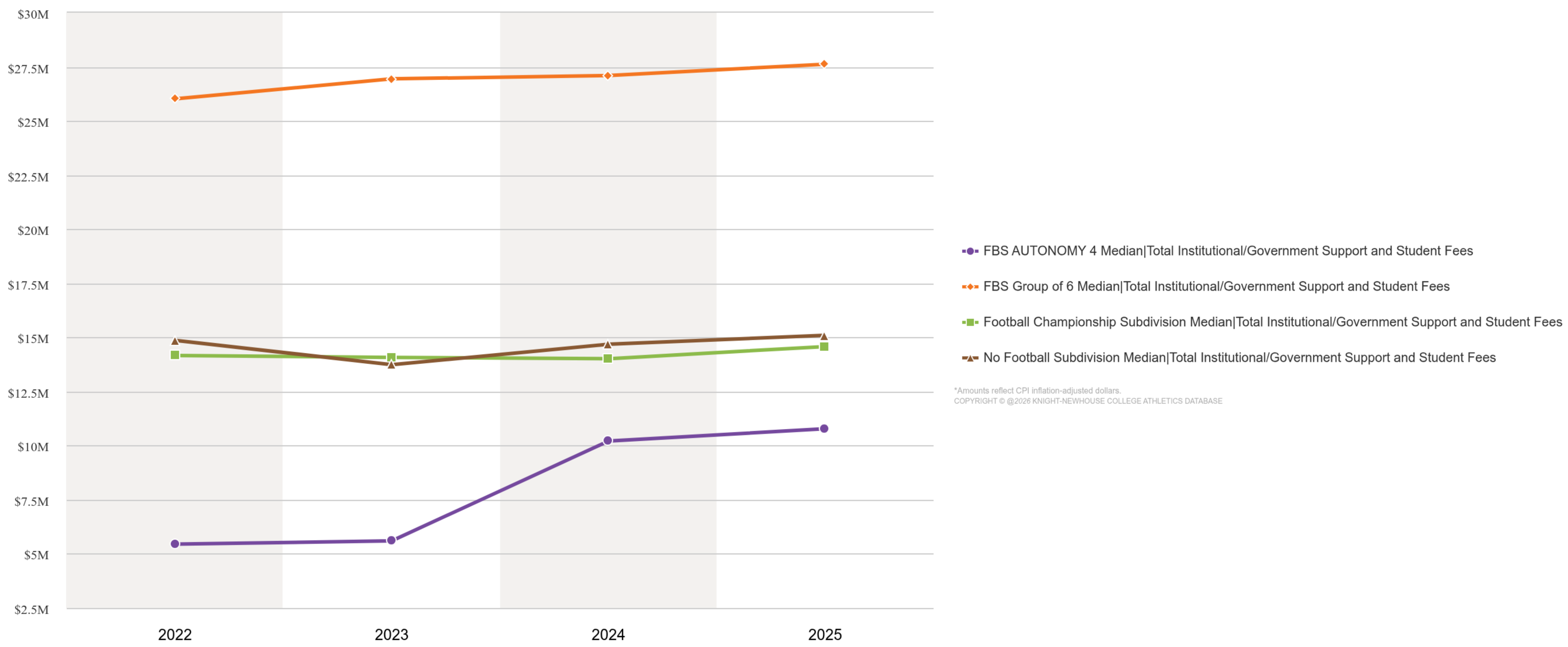
FY 2025 Total Revenues Shown as a Percentage of Total



*Amounts reflect current dollars.

Rising Institutional Support & Student Fees

Median Public Institution Across Four Competitive Groupings – FY2022-2025



Rising Institutional Support & Student Fees

- New Power 4 programs in FY24 & FY25 have a heavier reliance on student fees and institutional support.
- Trend worth watching: increases in these categories among Power 4 programs
- FBS Group of 6 median institution receives significantly more revenue from these sources than the median institution in other groupings.

04

Q&A

Thank you!

For more information visit knightnewhousedata.org and www.knightcommission.org

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